

### **REMARKS**

Favorable reconsideration of this application, as presently amended, is respectfully requested.

Claims 1-3 and 5-25 are pending in the present application. Claim 4 has been cancelled by the present amendment. Claims 9-22 and 25 have been withdrawn from consideration by the Examiner as being drawn to a non-elected invention. Claims 1-8, 23 and 24 were rejected under 35 USC § 112, second paragraph, as being indefinite. Claims 1-8, 23 and 24 were rejected under 35 USC § 103(a) as being unpatentable over Jennel.

With reference to the rejection of claims 1-8, 23 and 24 under 35 USC § 112, second paragraph, the claims have been amended with an eye toward correcting the informalities noted by the Examiner on page 2 of the Official Action.

Accordingly, the noted claims are believed to be in compliance with the requirements of 35 USC § 112, second paragraph.

Referring to the rejection of claims 1-8, 23 and 24 under 35 USC § 103(a) as being unpatentable over Jennel, the reference to Jennel is not believed to anticipate or make obvious the specific features required by the claimed invention. Claims 1 and 8 have been amended to clarify features of the creation of the windowed image and the package wrapper. More specifically, these claims require a display of a package wrapper image that includes a representation of at least a portion of a package wrapper which includes the windowed image thereon. This is shown in, for example, Figure 7 of the present application. Claims 1 and 8 further clarify the step of performing the printing of the package wrapper with the windowed image thereon, and the transmitting and storing of the package wrapper image.

More specifically, claim 1 relates to a method of producing a personalized package wrapper that comprises at least one user submitted image. The method comprises the steps of displaying the image in a display area of an imaging device; providing a window on the image to produce a windowed image, with the window being movable relative to the image, and the windowed image comprising at least a portion of the image; displaying a package wrapper image that includes a representation of at least a portion of the package wrapper which includes the windowed image thereon; selecting a package wrapper size; and

performing at least one of a printing of the package wrapper with the windowed image thereon, a transmitting of the package wrapper image, and a storing of the package wrapper image.

The present invention relates to the production of a personalized package wrapper that includes a unique image that is submitted by a consumer/user. In the present invention, the personalized package wrapper is produced and the method is set forth in a manner in which the wrapper can be produced or ordered on demand using an imaging device at a retail location.

The reference to Jennel relates to an arrangement in which images are prestored and thus, is different from the present invention where unique images are provided by a consumer at the time of creating the personalized package wrapper. Therefore, in the present invention, a unique image is supplied by a consumer. Further, the system of the present invention does not have knowledge of what the package wrapper will be until the image that is to be utilized in the package wrapper is supplied by the user at the time of the creation of the personalized package wrapper.

Also, in the present invention, the personalized nature is enabled by at least the feature of a window being provided on the image to produce a windowed image. The window is movable relative to the image such that the windowed image comprises at least a portion of the image. Such an arrangement is not shown or suggested in the reference to Jennel where a prestored image is utilized. More specifically, given the nature of the environment of Jennel where the images are stored in the system and generated at an image generator, there is no suggestion or disclosure in Jennel of the personalized system of the present invention which permits a user to supply the image, provides a movable window on the image to produce a windowed image, and creates a package that includes a package wrapper with the windowed image. Absent Applicant's disclosure, one having ordinary skill in the art would not have been motivated to modify Jennel to provide for a personalized package in combination with a windowed image. This is due to the fact that the reference to Jennel refers to a system where images are prestored, shown on a screen, and sent to a printing site so as to be placed on a wrapper.

Accordingly, the reference to Jennel is not believed to anticipate or make obvious the specific features required by claim 1.

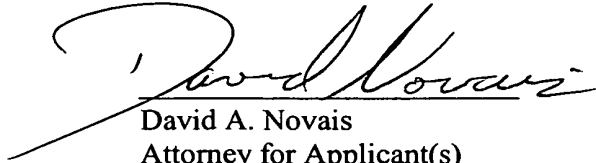
Claims 2-3, 5-7, 23 and 24 depend from claim 1 and set forth further unique features of the present invention which are also not believed to be shown or suggested in the reference to Jennel. Accordingly, these claims are also believed to be allowable.

Claim 8 relates to a method of producing a personalized package wrapper which includes the steps of providing a window that is movable relative to an image provided by a user to produce a windowed image; forming a package wrapper image that comprises a representation of at least a portion of a package wrapper with the windowed image provided thereon; displaying the representation of the portion of the package wrapper comprised of the windowed image; selecting a package wrapper size; and performing at least one of a printing of the package wrapper with the windowed image thereon, a transmitting of the package wrapper image, and the storing of the package wrapper image at the selected package wrapper size. As noted above with respect to claim 1, the reference to Jennel discloses a method and apparatus for printing prestored images directly onto web of packaging material. This reference does not show or suggest the personalized method of claim 8, wherein a user supplies a unique image to the system, and the method includes providing a window that is movable relative to the image to produce a windowed image, and the forming of a package wrapper that includes the windowed image. There is no showing, suggestion or teaching in Jennel for the method of claim 8 which requires utilizing submitted images and working with a window on the image to create a personalized package wrapper image that comprises a portion of a package wrapper with the image thereon. The reference to Jennel as noted above utilizes prestored images and does not provide for the windowed image method as required by claim 8.

Therefore, the reference to Jennel is not believed to show or suggest the features of claim 8.

In view of the foregoing comments, it is submitted that the inventions defined by each of claims 1-8, 23 and 24 are patentable, and a favorable reconsideration of this application is therefore requested.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "David Novais", written in black ink.

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